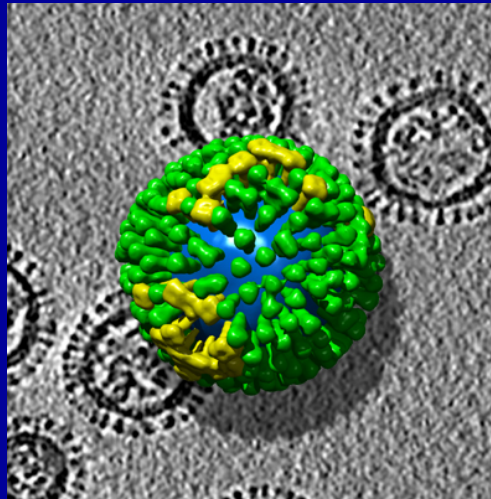


Influenza Vaccination Communication Campaign 2007-2008



Alan P. Janssen, MSPH
Centers for Disease Control and Prevention



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



SAFER · HEALTHIER · PEOPLE

Influenza Vaccination Communication Campaign 2007-2008

Program Emphasis

- **Continued emphasize the importance of vaccinating healthcare workers**
- **Vaccinate families members to protecting vulnerable persons in the household**
- **The need to continue vaccination beyond the traditional months of October and November**

Influenza Vaccination Program Emphasis

2007-2008

Program Emphasis

Cont.

- **Vaccination is recommended for persons, including school-age children, who want to reduce the likelihood of becoming ill with influenza or transmitting influenza to others should they become infected.**

Influenza Vaccination Communication Campaign 2007-2008



**National Press Kickoff Event
National Foundation of Infectious Diseases,
National Press Club Washington, DC
September 19, 2007.**

Influenza Vaccination Communication Campaign 2007-2008



National Influenza Vaccination Week

Influenza Vaccination Communication Campaign 2007-2008

National Influenza Vaccination Week

- **November 26 to December 2, 2007**
 - November 27 is Children's Flu Vaccination Day
- **Second year to promote vaccination into December and beyond**
- **Events in several cities to promote influenza vaccination**

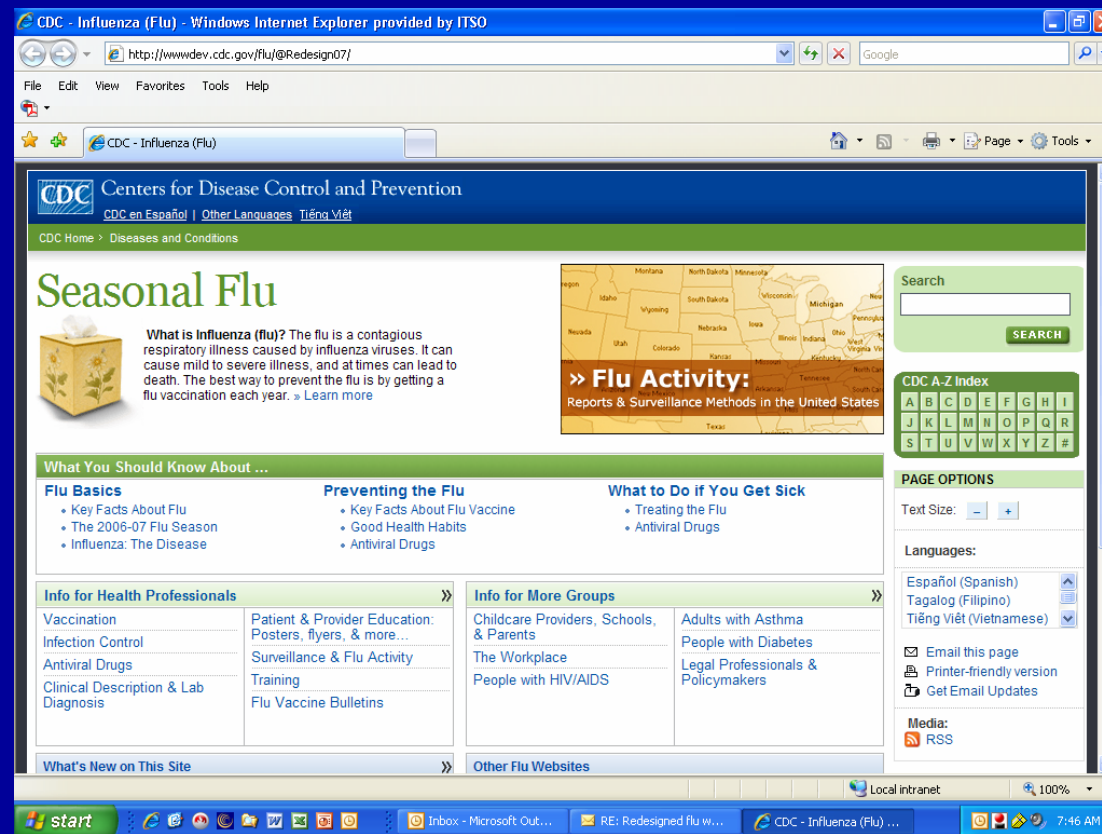
Influenza Vaccination Communication Campaign 2007-2008

National Influenza Vaccination Week Additional Activities Before, During, and After NIVW

- **Media Activities**
 - press events, media tours, radio and TV PSAs, release of matte articles and bite and b-roll packages, limited strategic media buy
- **Partnership Activities**
 - public health partners, businesses, etc
- **"New media" strategies**
 - NIVW e-media toolkit, video podcasts, e-cards, on-line calendar of NIVW events
- **Print campaign**

Influenza Vaccination Communication Campaign 2007- 2008

New Influenza Website



Influenza Vaccination Communication Campaign 2007- 2008



Television Public Service Announcement

Influenza Vaccination Communication Campaign 2007- 2008

Television Public Service Announcement

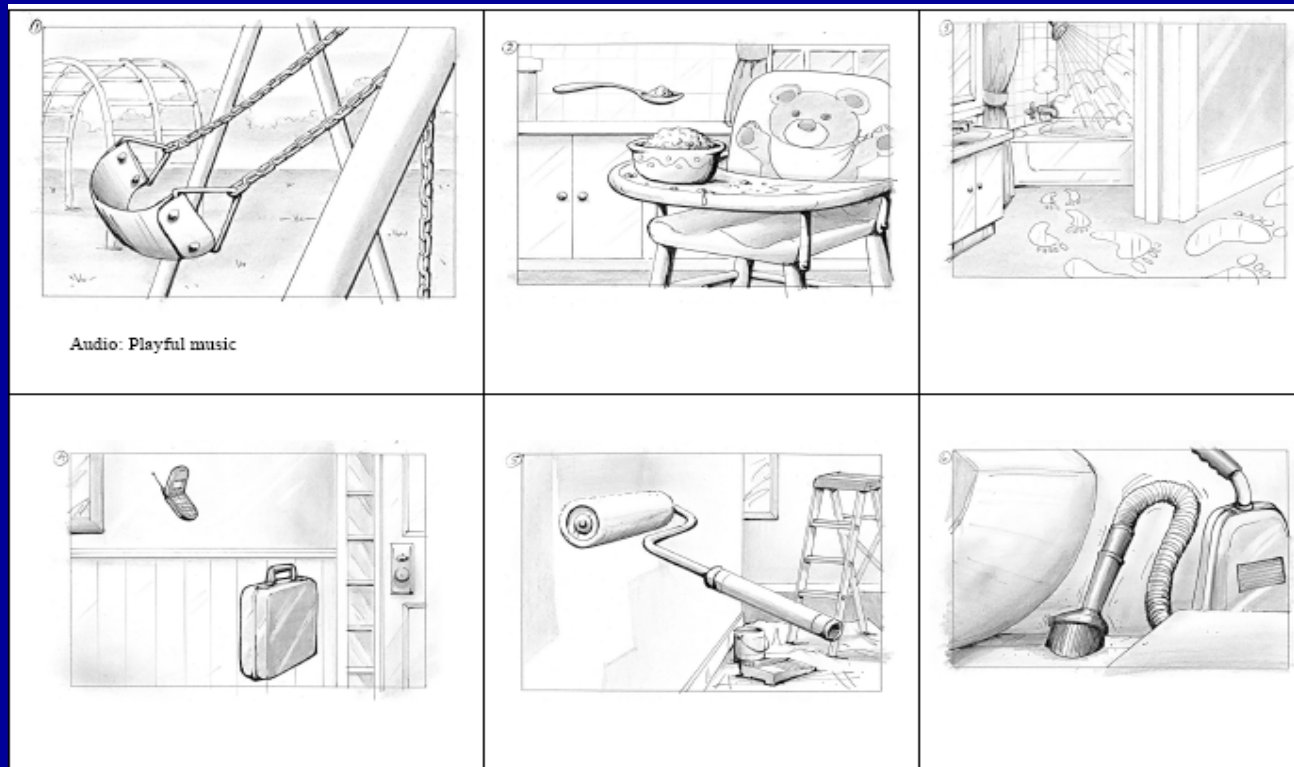
“Stop”

:60 :30 :20 :10 seconds

“Stop” sends the message that influenza is a serious disease, parents should stop what their doing and get their children and themselves vaccinated “now”.

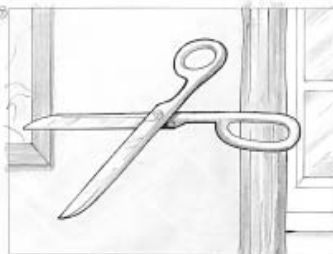
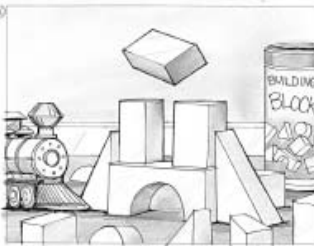


Influenza Vaccination Communication Campaign 2007- 2008

“Stop” Storyboards



Influenza Vaccination Communication Campaign 2007- 2008

“Stop” Storyboards (Cont)

	 <p>When parents learn that each year 20,000 kids under age 5 are hospitalized due to influenza, they stop what they're doing and get their kids in for flu vaccines.</p>	 <p>If you have children 6 months to five years, or children with a chronic illness such as asthma, get them and yourself vaccinated now.</p>
<p>PROTECT YOUR KIDS WITH FLU VACCINE</p>  <p>Call your doctor today. And also ask about protecting infants too young for vaccination. A public service message from HHS and CDC.</p>		

Influenza Vaccination Communication Campaign

2007- 2008 Posters

Even if you're healthy,
if you live with or
care for people at
high risk for severe
complications from
influenza, you should
get vaccinated.
Groups at high risk
include infants, kids
and adults with chronic
medical conditions like
asthma, diabetes,
or heart disease,
pregnant women,
and adults aged
65 and older.



I'll protect my baby.
I'LL GET A **FLU** VACCINE.


FOR MORE INFORMATION
800.CDC.INFO

..... ● Don't get the flu. Don't spread the flu. Get vaccinated.

Even if you're healthy,
if you live with or
care for people at
high risk for severe
complications from
influenza, you should
get vaccinated.
Groups at high risk
include infants, kids
and adults with chronic
medical conditions like
asthma, diabetes,
or heart disease,
pregnant women,
and adults aged
65 and older.



I'll protect my baby.
I'LL GET A **FLU** VACCINE.



FOR MORE INFORMATION
800.CDC.INFO

..... ● Don't get the flu. Don't spread the flu. Get vaccinated.

flu, you should
get vaccinated.
Groups at high risk
include infants, kids
and adults with chronic
medical conditions
like asthma or
heart disease,
pregnant women,
and adults aged
65 and older.



My Little Girl Has Diabetes.
I'LL GET A **FLU** VACCINE.


FOR MORE INFORMATION
800.CDC.INFO

Influenza Vaccination Communication Campaign 2007- 2008

Aunque sea una persona sana, si vive con o cuida de personas en alto riesgo de tener complicaciones debido a influenza, está debe vacunarse. Entre los grupos de alto riesgo se incluyen los bebés, los niños y los adultos con condiciones médicas crónicas como el asma o enfermedad del corazón, las mujeres embarazadas y los adultos de 65 años de edad o más.

Yo protegeré a mi familia.



YO ME VACUNARÉ CONTRA INFLUENZA.

• • • • • ● No se contagie con Influenza. No propague Influenza. Vacúnese.


Para más información llame al
800-232-4636

My dad lives with me.



I'LL GET A FLU VACCINE.

Even if you're healthy, if you live with or care for people at high risk for severe complications from influenza, you should get vaccinated. Groups at high risk include infants, kids and adults with chronic medical conditions like asthma, diabetes, or heart disease, pregnant women, and adults aged 65 and older.

**DON'T GET THE FLU. DON'T SPREAD THE FLU.
GET VACCINATED.**

 FOR MORE INFORMATION
800-CDC-INFO 

Influenza Vaccination Communication Campaign 2007- 2008



Vodcast on vaccine production
and distribution

Influenza Vaccination Communication Campaign 2007- 2008



Partnerships